Priming the Mailbox

How Clean Data Powers Smarter Direct Mail Campaigns

Kate Sanders,

OmniChannel Product Development
BCC Software

Today's Roadmap

01

Foundation

Clean Data is the Foundation for Everything

02

The Right List

Building for Your Goals

03

Right Message

Right Time, Right Channel

04

ROI & Measurement

Putting It All Together

The World We Live In

It's Expensive

Every undeliverable piece burns budget with zero return.

Attention is Scarce

Marketers are fighting harder than ever for consumer attention across every channel.

The Opportunity

Physical mail is having a renaissance. Consumers trust and engage with well-crafted mail more than ever.

The Cost of Bad Data

USPS Cost

Undeliverable mail cost the USPS roughly $1.3 billion annually.

Industry Cost

Undeliverable mail cost the industry roughly $20 billion annually.

The Cost of Bad Data

Wasted Postage

Every bad address = direct financial loss with zero ROI

Damaged Reputation

High UAA rates hurt your USPS standing and sender score

Compliance Risks

Mailing suppressed or deceased contacts creates legal exposure

Skewed Metrics

Bad data corrupts analytics

Core Pillars of Clean Mailing Data

01

Address Validation & Standardization

CASS-certified, ZIP+4, USPS formatting

02

Deduplication

Merge/purge, fuzzy matching, household & individual dedup

03

NCOA & ACS

18- & 48-month lookups, move update compliance

04

Suppression Scrubbing

Deceased, DNC, opt-out & litigious mailer files

Building & Maintaining a Healthy List

< 2%	< 1%	Track	100%
UAA Rate	**Duplicate Rate**	**Move Rate**	**Suppression Match**
Undeliverable as Addressed USPS benchmark	After merge/purge processing	NCOA hits as % of total list	All suppression files applied pre-drop

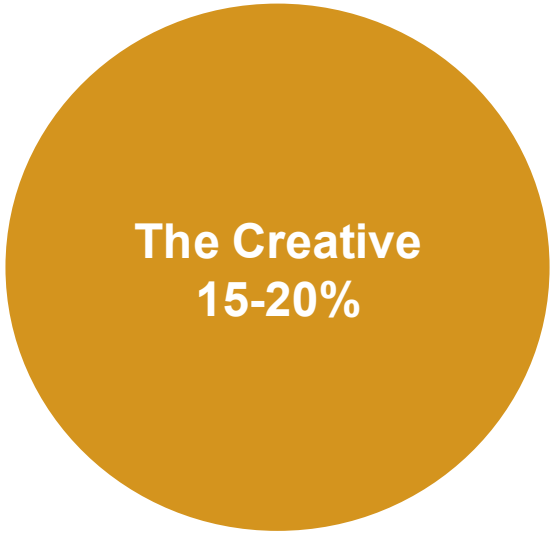
Clean data isn't a one-time project; it's an ongoing discipline. The mailers who treat their list as a living asset consistently outperform those who treat it as a static file.

SECTION 02

Building the Right List for Your Goals

Acquisition • Retention • Reactivation

Components of Campaign Success



Start with the Goal, Not the List

Acquisition

New prospect lists, lookalike modeling, cold outreach to qualified households

Retention

Current customers, loyalty members, high-value segment nurturing

Reactivation

Lapsed customers, win-back campaigns timed to behavioral signals

Define your campaign objective BEFORE you pull a single record.

Know Who You're Mailing

First-Party Data

CRM & customer records • Purchase history & loyalty programs • Highest trust, lowest cost

Third-Party Data Overlays

Demographics & psychographics • Lifestyle and interest segments • Enriches and extends your reach

Lookalike Modeling

Mirror your best customers • Score prospects statistically • Highest efficiency for acquisition

Targeting Strategies That Drive ROI

Geographic Targeting

Saturation vs. targeted carrier routes. EDDM for local plays, not precision targeting.

Behavioral Triggers

Lapsed customers, lifecycle moments, seasonal signals. Right trigger = dramatically higher response.

Propensity Modeling

Score your list before you mail. Rank by likelihood to respond, then mail smarter - not deeper.

List Size vs. Quality

Tighter lists often = higher response rates. A/B test segments before full rollout.

SECTION 03

Digital Touchpoints: Right Message, Right Time

Omnichannel • Informed Delivery • Personalization

Know Your Audience Before You Touch Them

Audience Personas

Build personas that shape your mail piece AND your digital surround strategy. One size fits none.

Channel Preference Mapping

Who reads email? Who scrolls social? Who responds to mail? Map channel affinity by segment, then sequence accordingly.

Optimal Moment Identification

Use behavioral and purchase data signals to identify the ideal moment to reach each segment, timing is the multiplier.

Informed Delivery: Bridge Between Physical & Digital

What Is It?

USPS Informed Delivery lets recipients preview incoming mail digitally, via email or the USPS app before it arrives in the mailbox.

This creates a powerful pre-mail digital impression that gives marketers an additional touchpoint at zero incremental postage cost.

Why It Matters

- ✓ Digital preview before physical delivery
- ✓ Clickable ride-along campaign available
- ✓ Increases mail open intent & engagement
- ✓ Bridges physical & digital touchpoints
- ✓ Free USPS program

Omnichannel Metrics

Pairing Direct Mail with Email

Studies show response rates could jump to **27%** when direct mail is paired with email.

Traffic Boost

68% of marketers say direct + digital campaigns boost website visits.

Lead Generation

53% of marketers report increased lead generation when combining direct mail with digital channels.

Omnichannel Sequencing

The "surround sound" approach — mail as the anchor, digital as the amplifier

Step 1

Pre-Mail

Social ads & email teasers prime audience 3–5 days before drop

Step 2

Mail Drops

Physical piece arrives. Informed Delivery preview reinforces

Step 3

In-Home

Mail sits in home 5–7 days. Reinforce with retargeting ads

Step 4

Post-Mail

Triggered email/SMS fires when piece is scanned for delivery

Personalization at Scale

Variable Data Printing (VDP)

Go beyond the name in the salutation. Dynamically vary offers, images, and messaging based on customer segment, geography, or purchase history.

Dynamic Content Blocks

Swap creative elements at the individual record level. Show different products to different segments, make every piece feel 1-to-1 at scale.

QR Codes, PURLs & Personalized Landing Pages

Close the loop between physical and digital. Personalized URLs track individual response, attribute conversions, and create seamless digital handoffs.

SECTION 04

Putting It All Together: ROI & Measurement

Measure what matters — response, conversion, revenue

Measure What Matters

Response Rate

% of pieces that generated any response — calls, visits, form fills, redemptions

Conversion Rate

% of responders who completed the desired action — purchase, signup, donation

Revenue Per Piece

Total revenue attributed ÷ total pieces mailed. The truest measure of efficiency

Attribution Model

How you isolate mail's contribution in a multi-touch omnichannel environment

Your Quick Start — Action Steps

1. Audit your current list, run CASS and NCOA, benchmark your UAA rate
2. Define your campaign objective FIRST, then build your list strategy around it
3. Map your omnichannel sequence, identify 1–2 digital touchpoints to wrap around your next mail drop
4. Set your measurement framework before you mail — agree on response, conversion, and revenue metrics
5. Treat your list as a living asset, schedule regular hygiene runs, not just pre-campaign cleanups

Key Takeaways

Clean data is the foundation, everything else builds on list hygiene

Start with the goal, not the list. Objective-first thinking outperforms every time

Omnichannel surround sound amplifies mail's impact significantly

Personalization at scale is table stakes — VDP, PURLs, and QR codes close the loop

Measure what matters, response rate alone doesn't tell the full story

Thank You

Questions & Discussion

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Kate Sanders – ksanders@bccsoftware.com